

MOBILITY IN A MODERN WORLD

MITSUBISHI DRIVES THE HIGH ROAD TO SUSTAINABILITY

DRIVERS TODAY DESIRE MORE than mere transportation. Imperatives in our modern age still begin with the unfettered ability to drive safely and conveniently wherever the need requires, whether to work or school, across town or state lines, in crowded urban areas or the backcountry. At the same time, there is an increasingly urgent sense that all this must be done in more sustainable ways. This aligns with Mitsubishi Motors' long-held values and its goal of delivering a fulfilling mobility experience along the way to achieving a carbon neutral future.

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**MITSUBISHI
MOTORS**

Drive your Ambition



THE ROAD TO ELECTRIFICATION

REALIZING THE POTENTIAL OF ZERO-CARBON MOBILITY

Drive Your Ambition is more than just a phrase or tagline at Mitsubishi Motors. It's a philosophy that reflects both a customer-focused approach and a commitment to meet the diverse needs of consumers, all while delivering an exciting driving experience.

This may take the form of intuitively appealing to a driver's sense of performance and style on an emotional level, as Mitsubishi's stealthy 3000GT sports car did when it made its appearance more than three decades ago. It may also manifest in an ability to meet the needs of drivers seeking affordable and economical models for everyday life, like the Mitsubishi Mirage, the most fuel-efficient, non-hybrid new gas car sold in America, based on EPA estimated mileage ratings from www.fueleconomy.gov.

Then, of course, there's today's imperative of addressing carbon emissions and bringing drivers into the electric age. Mitsubishi Motors recognized the importance of this more than 50 years ago as it initiated a dynamic electrification research and development program that continues to this day.

LONG HISTORY OF EV DEVELOPMENT

Mitsubishi Motors' electrification activities have taken many forms over these years, from an array of developmental electric vehicles showcasing the company's advanced technologies to the introduction of a series hybrid electric bus. There was the Lancer Evolution MiEV with its four electric motors and all-wheel drive, and the Mitsubishi ESR (Environmental Science Research) concept powered by an AC induction motor, alkaline batteries, and a 1.5-liter engine-generator. An important milestone was achieved by Mitsubishi's Eclipse EV prototype running on manganese lithium-ion batteries, which demonstrated more than 20 years ago that a single-charge EV driving range of over 310 miles was possible. These were among many key building blocks that moved Mitsubishi Motors ever-forward in its development of electric and plug-in hybrid vehicles.

The high profile result of this electrification focus emerged with the introduction of the i-MiEV (Mitsubishi Innovative Electric Vehicle) that

coincided with the United Nations' World Environment Day in 2009, following five years of development and a year-long field trial with 32 i-MiEVs in Japan. A testament to Mitsubishi's engineering prowess, the i-MiEV showcased that a realistic, affordable, and fun-to-drive EV was possible and practical on the world stage and on the highways of America. It also showcased the capability of 120/240 volt AC charging and DC fast charging, while setting the pace for the auto industry's considerable EV activities that followed.

Based on the diminutive Mitsubishi i, an award-winning city car sold in Japan and other offshore markets, the electrified i-MiEV brought a sense of style and compact form to the concept of zero-emission motoring. When the U.S.-spec i-MiEV arrived here in the 2012 model year, it was the first mass-produced, commercially available battery EV ever to be sold in the United States.

The vehicle featured a mildly restyled and slightly larger form compared to the offshore i model upon which it was based, a nod to the preferences of American drivers. Power was delivered by a 66 horsepower electric motor and a 16 kWh battery that made it a poster child for fuel efficiency, as it was identified by EPA's 2012 Fuel Economy Guide as the model with the highest fuel economy rating of all vehicles sold in the U.S.

ZERO EMISSION AND DIFFERENT, BUT SO NORMAL

Featuring a uniquely aerodynamic design, the i-MiEV was engineered to deliver a seamless driving experience with the ability to transport five passengers and goods in style, with every mile carbon-free. One of the many features that distinguished the i-MiEV was its overall dimensions that were right-sized for city use, making for easy maneuverability and the ability to park in a more compact space. Its distinctively curved body featured a high roofline and surprising length for such a compact vehicle, adding to its passenger-friendly nature.

Along with specific areas in the U.S. where it was marketed, the i-MiEV became a fixture in Normal, Illinois, a town that has proudly hailed itself as "EVTown USA" where zero-emission vehicles are embraced and promoted by residents and local government. Here, the i-MiEV became a normal part of life on local highways, in drive-through lines for take-out, or while charging at one of the surprisingly large number of public chargers in town.

Now a part of history, the i-MiEV left an enduring legacy that played a crucial role in accelerating Mitsubishi Motors' EV powertrain R&D. This has led directly to the development and launch of the Outlander PHEV, Mitsubishi's award-winning plug-in hybrid SUV that provides zero-emission driving on batteries without concerns of range anxiety.

THE ELECTRIFIED OUTLANDER PHEV



AN EV EXPERIENCE
WITHOUT LIMITATIONS



Today's interest in reducing carbon emissions and taking a personal stake in addressing climate change is significant, and growing. In fact, an increasing number of new-car buyers see electrification as a key strategy in reaching the ultimate goal of carbon-neutral mobility.

Mitsubishi Motors understands the enduring desire for zero-emission driving and its positive effects on our world. Given this importance, Mitsubishi also recognizes that any driver's next vehicle could be a battery EV. This has driven the company's decades-long efforts in developing electrified powertrain technologies to best meet this need. The result of these efforts reflects a strong commitment to a zero emission driving future that recognizes the needs of the day.

Today, the Outlander PHEV provides the ability to drive electric in an EV without range limitations. This is important considering the challenges that exist for battery electric vehicles today, like the uncertainties brought by a still-developing nationwide network of public chargers and incomplete coverage in many parts of the nation. Long distance drives in an Outlander PHEV are never impacted by these challenges.

A SEAMLESS WAY TO DRIVE ELECTRIC

"As a leader in electrification, the Outlander plug-in hybrid is a logical first step for many consumers motivated by environmental awareness, but who may not be ready to go all-in on battery-only power," points out Mark Chaffin, president and CEO of Mitsubishi Motors North America. "Simply, Outlander PHEV is the ideal answer for those who want to drive electric until the timing is right for a full transition to battery electric vehicles in the future."

The current-generation Outlander PHEV offers a distinct advantage in the world of plug-in hybrids since it was designed from the outset with an EV-first nature. That means it maximizes the time spent driving exclusively in battery EV mode, or as a series hybrid with electric motors powered by electricity generated by its combustion engine. In this way, Outlander PHEV drivers experience what it's like to live with a battery electric vehicle, but without any of the inherent drawbacks of a BEV at this time. Call it "EV training wheels," if you will.

AN ELECTRIFIED VEHICLE FOR DAILY LIFE

"With low CO2 emissions and environmental impact in terms of life-cycle

assessment, the all-new Outlander PHEV model can be considered the best solution for carbon neutrality today," adds Takao Kato, president and CEO of Mitsubishi Motors Corporation. Achieving laudable environmental performance while delivering an exhilarating and eco-friendly driving experience is something Outlander PHEV does best.

Mitsubishi brought the bold styling and seven-passenger convenience already available in its gasoline-fueled sibling to the new generation Outlander PHEV when it debuted in December 2022. At the same time, this plug-in hybrid SUV model remained true to its mission of making an electrified vehicle functional for all, intelligently blending the clean and quiet operation of an EV with the range and ease of refueling with gasoline. It also features an updated and more powerful version of Mitsubishi's proven plug-in hybrid drivetrain. Here, a twin-motor system combines the efficient hybrid and electric drive capabilities of a 2.4-liter MiVEC gasoline engine and front motor driving the front wheels, along with a motor at the rear axle driving the rear wheels. All this brings welcome performance delivered by a combined 248 horsepower and 332 lb.-ft. of torque, delivered with the quiet and powerful acceleration unique to EVs.

Outlander PHEV can be driven as a zero-emission electric vehicle up to 38 miles exclusively on batteries and then seamlessly operate as a series/parallel hybrid, with a total driving range up to 420 miles. That means the driving range and ease-of-use motorists have come to expect are not diminished in any way. In fact, with the U.S. Department of Transportation reporting that motorists average 37 miles of daily driving, many owners can drive their Outlander PHEV as an electric vehicle most of the time.

Most importantly – and one of the single-greatest benefits of plug-in hybrids over battery EVs – is that longer journeys in an Outlander PHEV are like any other: just keep gas in the tank and continue on your way. While not required, topping off batteries on the road is straightforward at a public DC fast charger on the CHAdeMO network just like many BEVs already on the road, as select trim-levels offer the ability to bring the Outlander PHEV's batteries back up to 80 percent capacity in as little as 38 minutes. Back home, batteries can be charged by plugging into a standard 120-volt outlet or with an optional 240-volt Level 2 home charger, the latter typically delivering a full charge overnight in about 8 hours. That means starting every day with a full charge and an Outlander PHEV ready for new adventures.

CHAMPIONS OF ADVANCED TECHNOLOGY

RACE INSPIRED, REAL-WORLD ADVANTAGE

Advanced technology is defining our driving future, as it has throughout automotive history. The satisfying driving experience we've come to expect is the result of continuing technological advances developed through intelligent engineering, exhaustive testing, and often enough, through the rigorous and challenging proving ground of racing. This is as true for today's evolution of vehicle electrification as it has historically been for refining vehicle handling and performance.

Many technologies developed by Mitsubishi Motors over the years are ones we take for granted in cars today. Its Silent Shaft engine technology, which introduced the advantages of twin balance shafts in engine design, was honored with the Automotive Engineers of Japan's Technology Development Award in the mid-1970s, and was subsequently licensed by other automakers. A decade later, Mitsubishi was recognized with this same award for its development of electronically controlled power steering and active electronically controlled suspension.

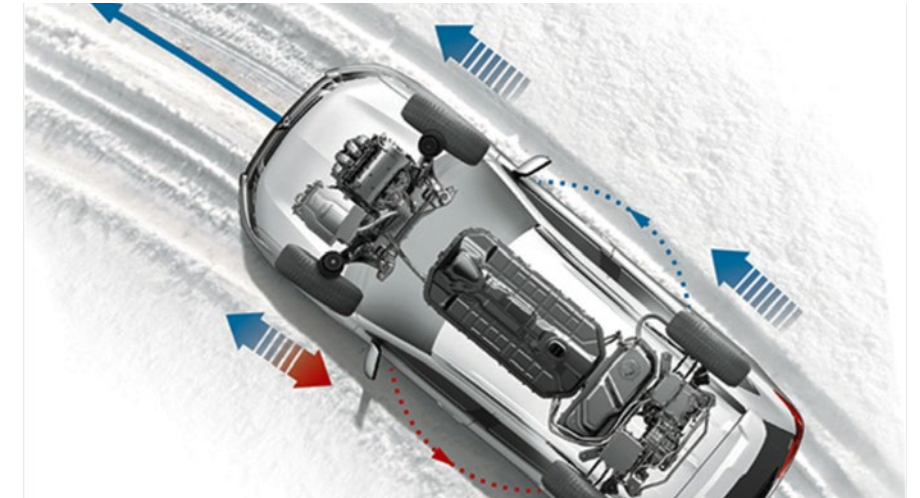
Embracing technologies that delight drivers and improve the driving experience is always integral to the development of Mitsubishi Motors' vehicles. Just one example is the Outlander Plug-in Hybrid's Innovative Pedal feature that brings a one-pedal-like driving experience similar to that of

all-electric vehicles, though the brake pedal must be used to come to a complete stop. Innovative Pedal balances the familiar driving feel of a conventional vehicle with higher levels of regenerative braking, making it possible to both accelerate and decelerate using only the accelerator pedal under most driving conditions. Eliminating the need to switch between pedals enhances the Outlander PHEV's fun-to-drive nature and enables greater concentration on steering and the road ahead.

Because Mitsubishi sees its Outlander Plug-in Hybrid customers choosing this vehicle as both "battery EV training wheels" and a destination technology, introducing BEV-like features now – Innovative Pedal, available DC fast-charging, easy at-home charging, etc. – allows customers to become comfortable with the features that will be commonplace in the future.

COMPETITION BREEDS ADVANCED TECH

Pushing the limits of cars and technologies has long been a proven pathway to bringing advanced systems and next-generation technologies to the showroom. Over more than five decades of competition, Mitsubishi vehicles have competed, and won, in some of the most intense and formidable races on the planet. There's the Asia Cross Country Rally, the Australasian Safari, and the Baja Portalegre



500. Mitsubishi claimed 12 overall victories under the extreme conditions in the Dakar Rally – more than any other manufacturer in one of the world's most challenging cross-country events – and 34 wins in the World Rally Championship.

Racing is where many of Mitsubishi Motors' leading-edge systems and technologies have been validated and refined, like its MiEV electric drive, the combined electric/gas engine propulsion of the Outlander PHEV, and Mitsubishi's sophisticated Super-All Wheel Control (S-AWC) integrated vehicle dynamics control system. Whether traversing the varying extremes of Dakar or simply heading home through the after-effects of a storm, S-AWC provides unparalleled driving confidence with seven driver-selectable modes including Normal, Tarmac, Gravel, Snow, Mud, Power, and Eco driving.

In applying racing's technology-transfer paradigm to electrification, testing at speed enables Mitsubishi engineers to push the limits of electric drive technology while developing the skills that will play a key role in the company's development of future electric and plug-in hybrid vehicles. One of many examples in the early years of electric vehicle development was Mitsubishi's FTO-EV prototype powered by manganese lithium-ion batteries, which set a Guinness World Record by covering 2,142 kilometers (1,330 miles) in 24 hours. The legendary Pike's Peak International Hill Climb has also served as a proving ground for Mitsubishi electric vehicles, bringing wins in the electric vehicle category with advanced MiEV Evolution III all-electric prototype race cars.

VEHICLES THAT POWER HOMES AND LIVES

Mitsubishi Motors continues to work on vehicle electrification in important ways that go beyond vehicles themselves. One notable example is the company's early recognition that bidirectional charging would present significant potential for society in an electrified future. Mitsubishi built bidirectional charging capability into the i-MiEV and then the Outlander PHEV years ahead of this technology's current interest, which has grown exponentially in recent times. As grid technology continues to develop, Mitsubishi intends to have vehicles ready to take advantage of this process.

Why this increased interest? EVs and PHEVs are energy powerhouses equipped with substantial on-board battery capacity. In the case of the Outlander PHEV, that capacity is a powerful 20 kWh, a 45 percent increase over the previous model. Bidirectional charging enables that stored energy to do more than just power the Outlander PHEV, given the need.

Though still in its infancy in the U.S., the application of bidirectional charging will allow EV batteries to power our lives. Through vehicle-to-load (V2L) applications, they can provide on-site AC power for camping equipment, power tools, and appliances, with the Outlander PHEV's on-board 120V plugs able to provide up to 1,500-watts of power. On a bigger scale, vehicle-to-grid (V2G) and vehicle-to-home (V2H) capabilities will allow EV batteries to provide energy back to the grid to help balance electrical load at times of high electricity demand, or even power homes during power outages.

DEFINING THE ROAD AHEAD



“In the automotive industry, the concept of an automobile as a means of mobility for people and transportation for goods is undergoing substantial change, spurred by a countermeasure to global warming and technological advances,” says Mitsubishi Motors Corporation’s Takao Kato. “We are embarking on a period of immense change.”

That change is apparent all around us, from the growing interest in higher efficiency vehicles with lower carbon emissions to the sense that electrification is key to our driving future. It is also present in the way companies choose to conduct business, taking into account the design and materials used in vehicles as well as the way cars are manufactured.

CHALLENGE 2025 SETS THE PACE

Mitsubishi Motors is moving aggressively toward a carbon-neutral future through implementation of its mid-term plan, “Challenge 2025.” Given society’s focus on more sustainable transportation and the imperative to decrease CO₂ and smog-forming emissions, it’s no surprise that Challenge 2025 embraces electrification as an important part of Mitsubishi’s future.

In fact, the company plans to leverage a growing lineup of Mitsubishi Motors hybrids, plug-in hybrids, and battery electric vehicles to achieve its goals. This includes reaching 50 percent global electrified vehicle sales by 2030 and 100 percent by 2035. Mitsubishi also plans an overall 40 percent decrease in vehicle CO₂ emissions by 2030 and a 50 percent reduction in operational CO₂ emissions that same year.

Developing advanced technologies that meet the challenges of today and tomorrow defines Mitsubishi’s role as an innovator and first-mover. It’s the reason i-MiEV led the field as the first mass-produced electric vehicle in 2009. Technology leadership and a drive to lead also

MITSUBISHI IS TARGETING GLOBAL SALES OF ELECTRIFIED VEHICLES AT 50 PERCENT BY 2030 AND 100 PERCENT BY 2035.

illustrate how the Outlander PHEV – the world’s first plug-in hybrid SUV and the world’s best-selling all-wheel drive PHEV, according to S&P Global Mobility – set the stage for the popularization of plug-in SUVs at its introduction in 2013. These examples highlight Mitsubishi’s vision of pioneering a new age in which harmonizing the relationship between automobiles, society, and the environment is a top priority.

Looking ahead, Mitsubishi Motors will continue creating products that best fit the unique needs and desires of drivers in diverse regional and global markets, as it has throughout its history. At the same time, there will be increased focus on electrified models that champion synergies between dynamic and environmental performance. The result of this forward thinking is an evolving Mitsubishi vehicle lineup that will not only speak to the future of driving, but also enable new car buyers to take a personal stake in creating the carbon-neutral future important to us all.

For more information on Mitsubishi Motors vehicles or to locate a dealer see Mitsubishicars.com.



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